

Fig. 1A

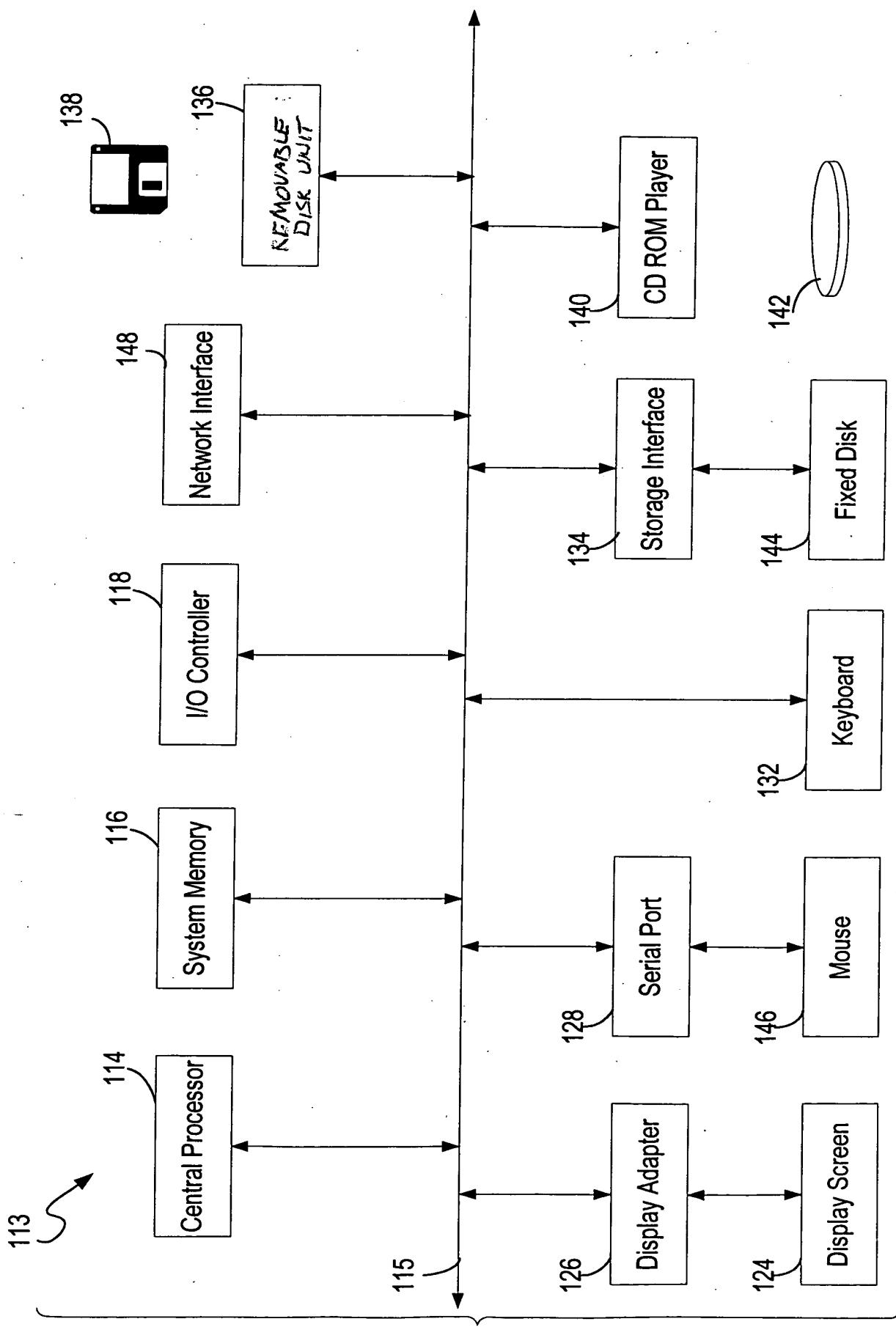


Fig. 1B

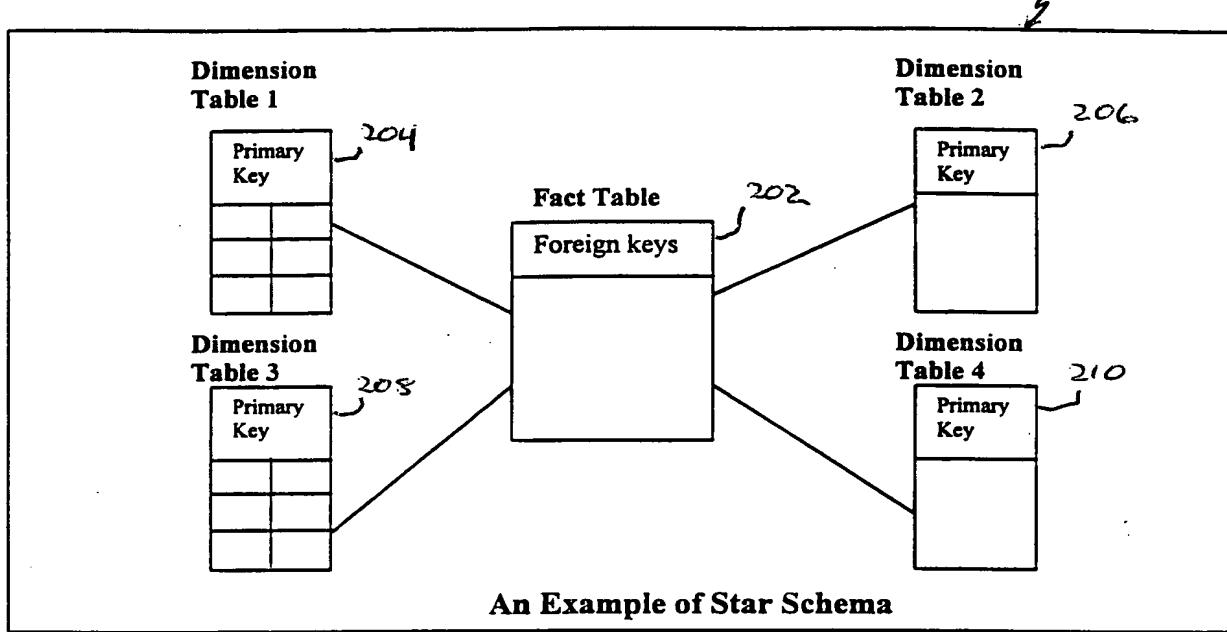


Fig. 2A

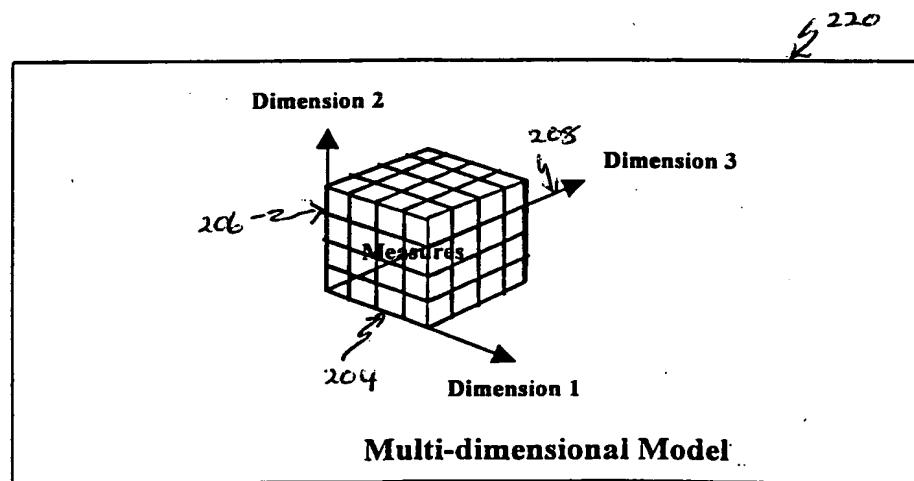


Fig. 2B

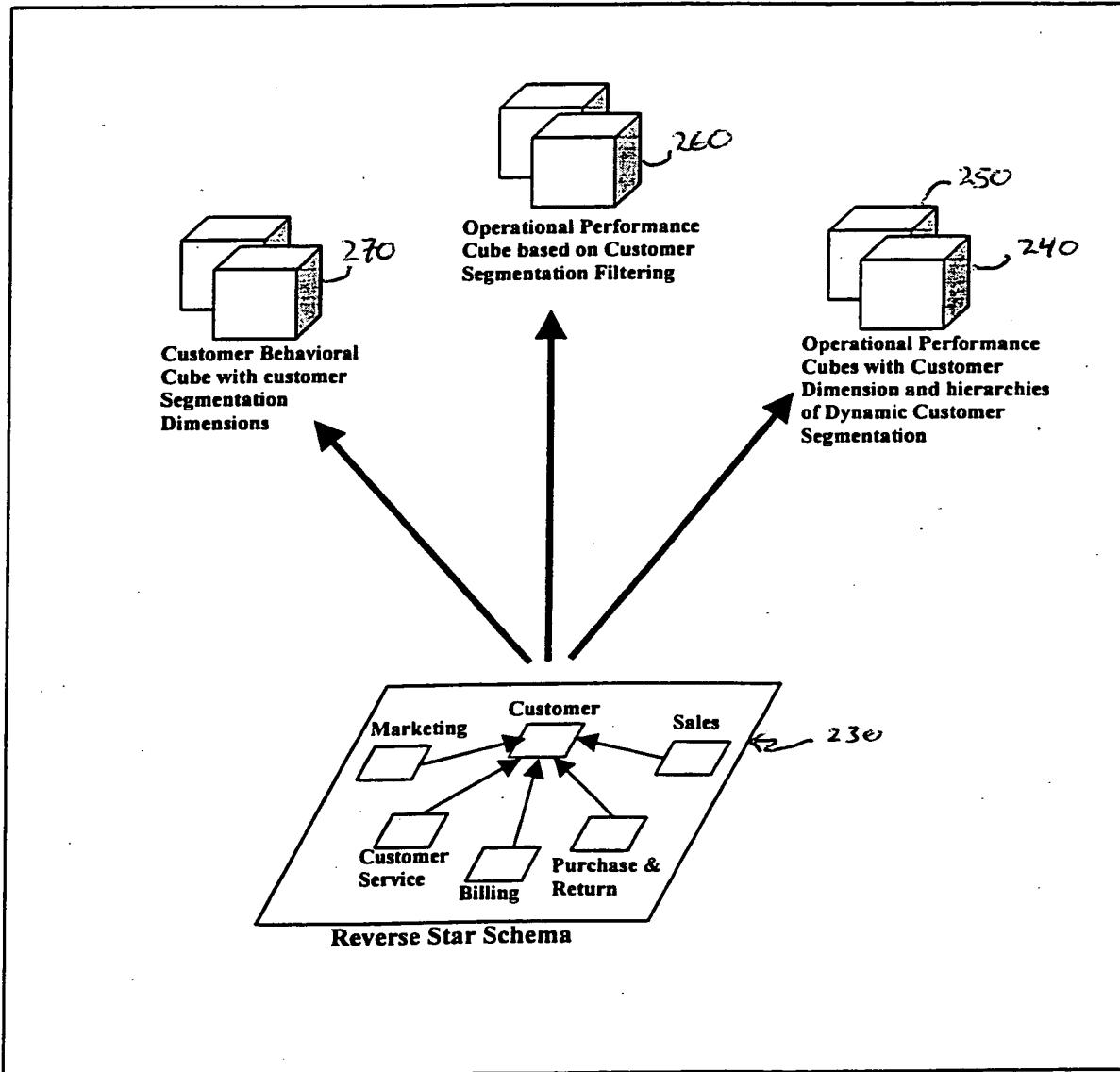


Fig. 2C

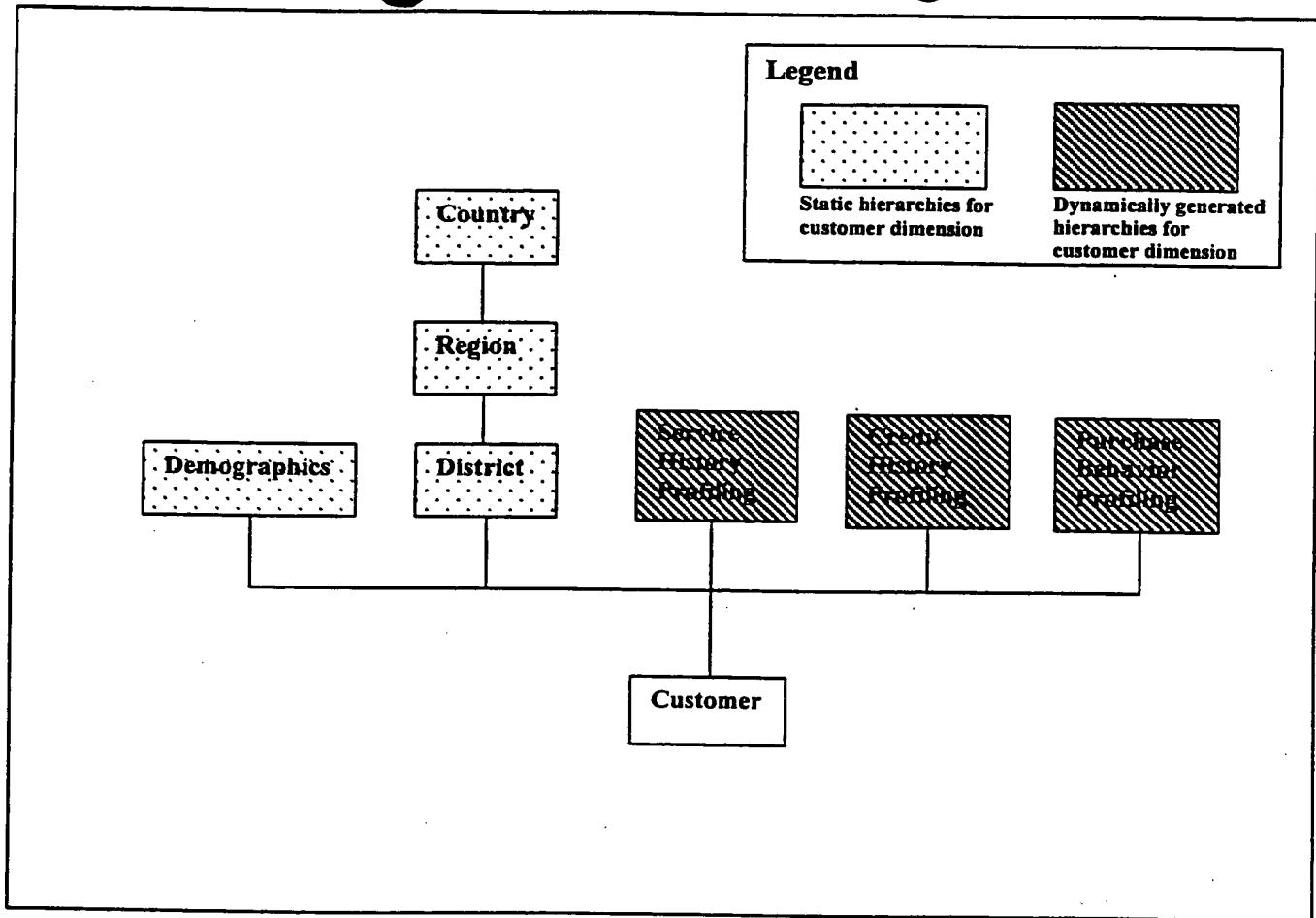


Fig. 2D

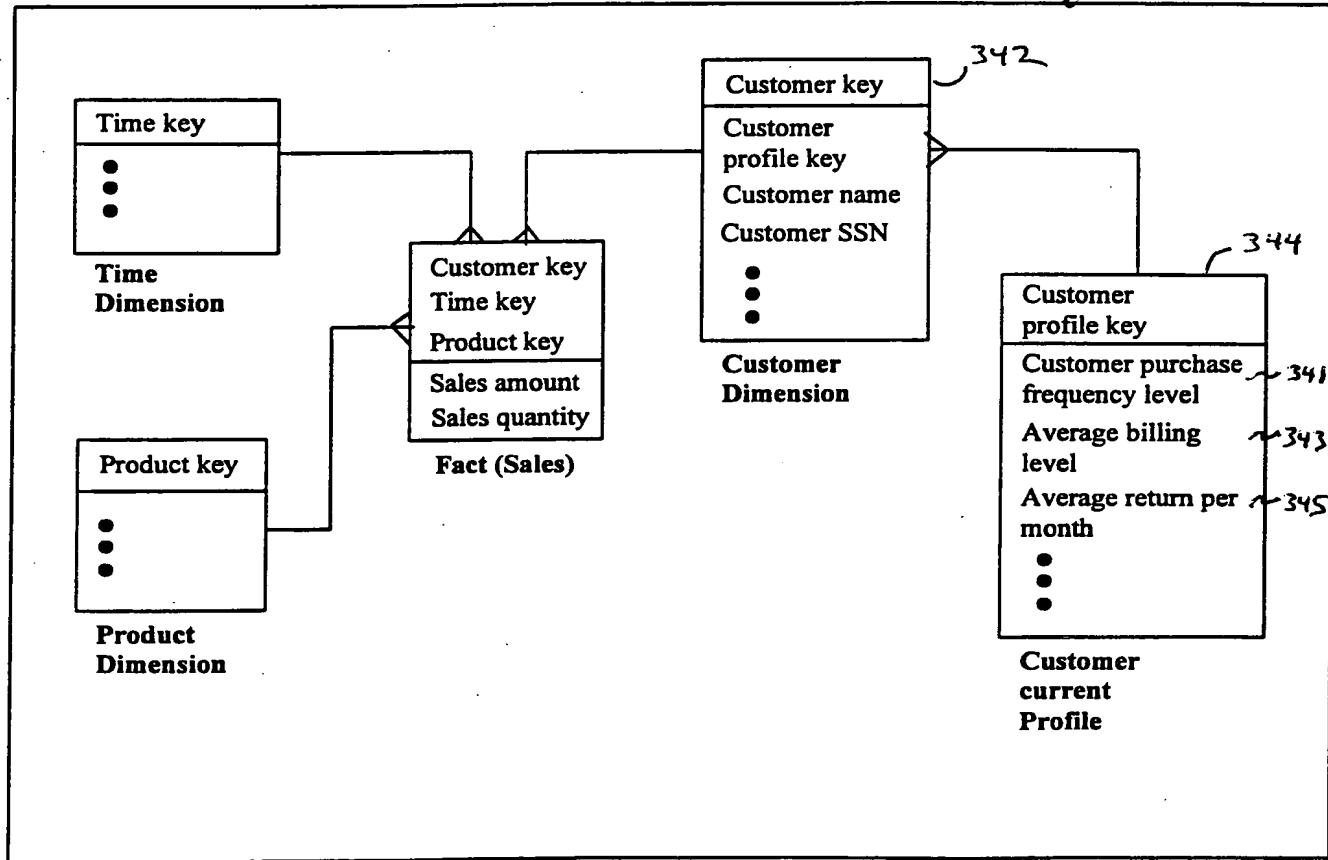


Fig. 3A

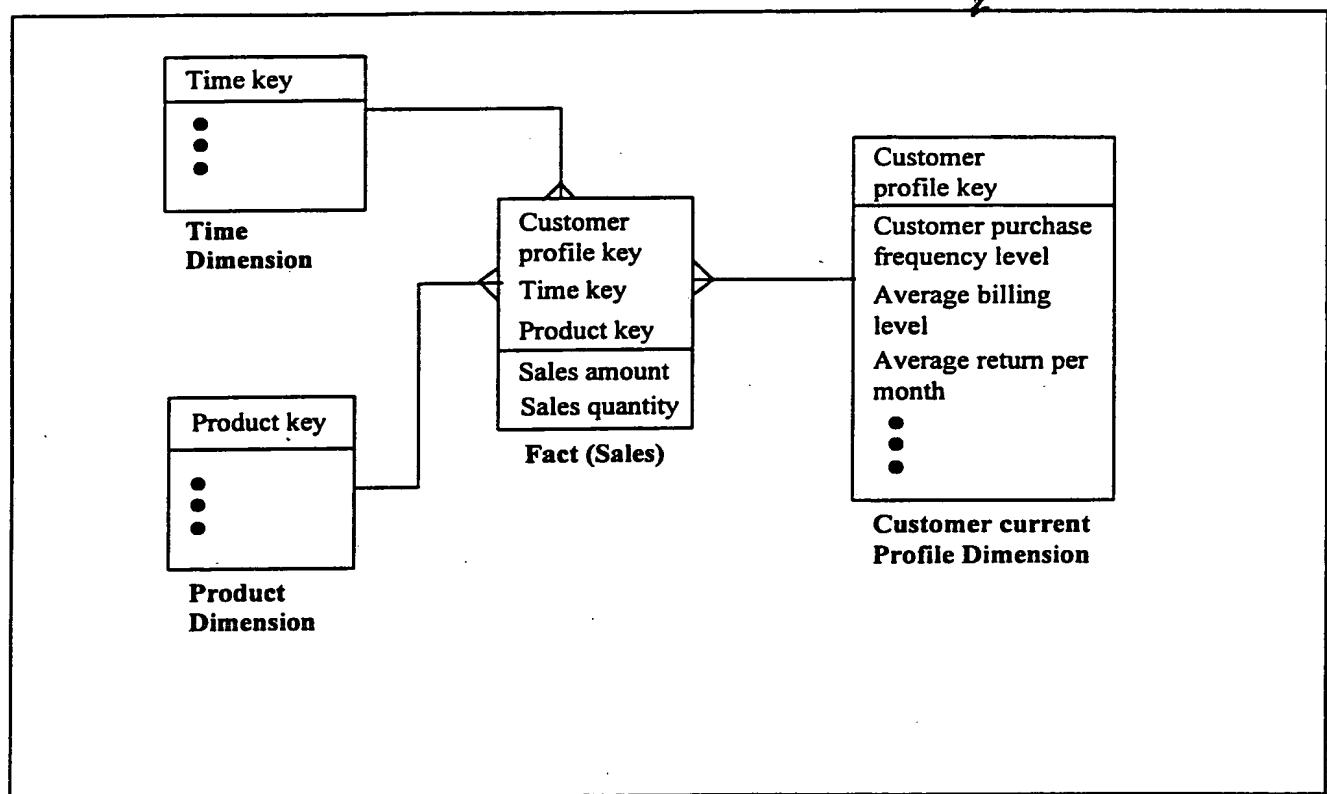


Fig. 3B

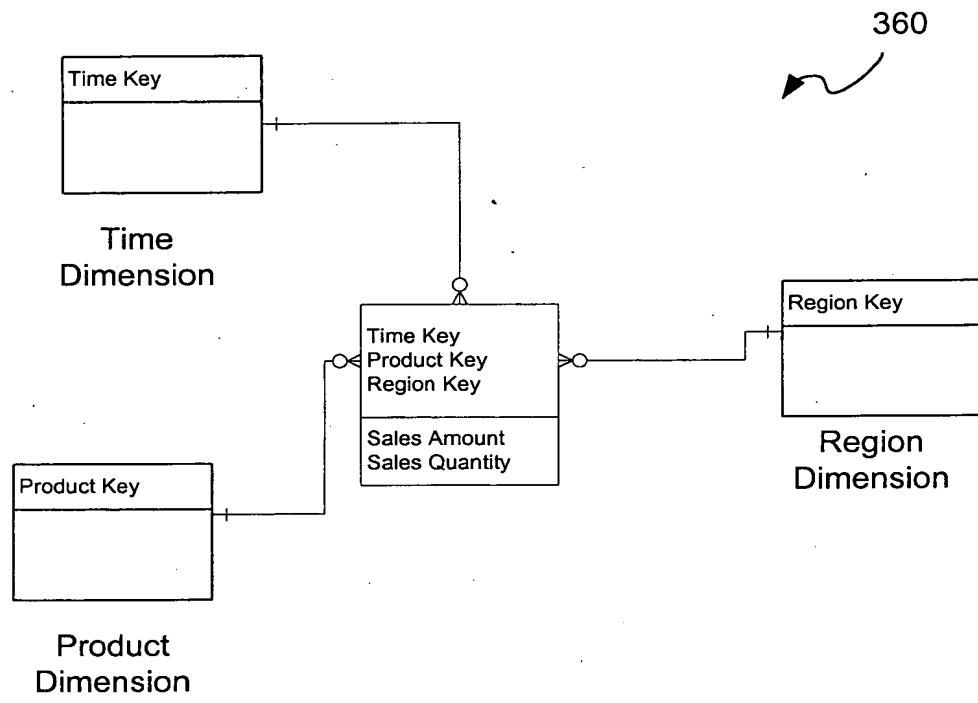


Fig. 3C

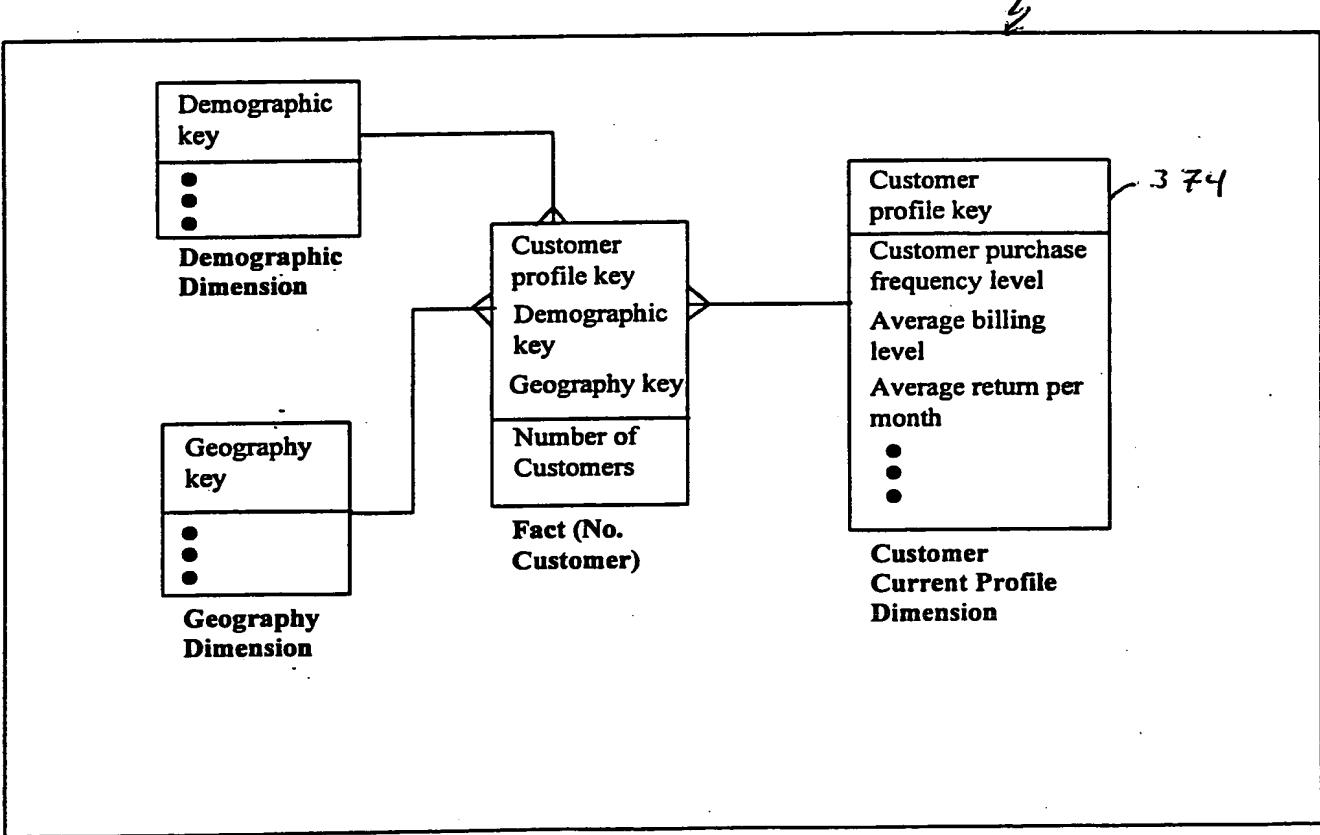


Fig. 3D

CUBE REPORT EXAMPLES

DESCRIPTION	Dimensions:	Elements:
Customer	.Customer	.Customer Name
Time	.Time	.Month
Promotion	.Promotion	.Promotion
B-measures:	Avg. spend amount	Formula: sum(purch_amt) / count(trans)

EX1: DESCRIPTION

CUBE TYPE

REPORT LAYOUT

REPORT LAYOUT

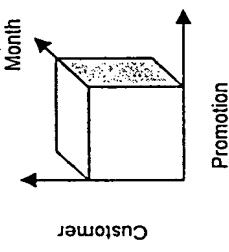


Fig. 4A

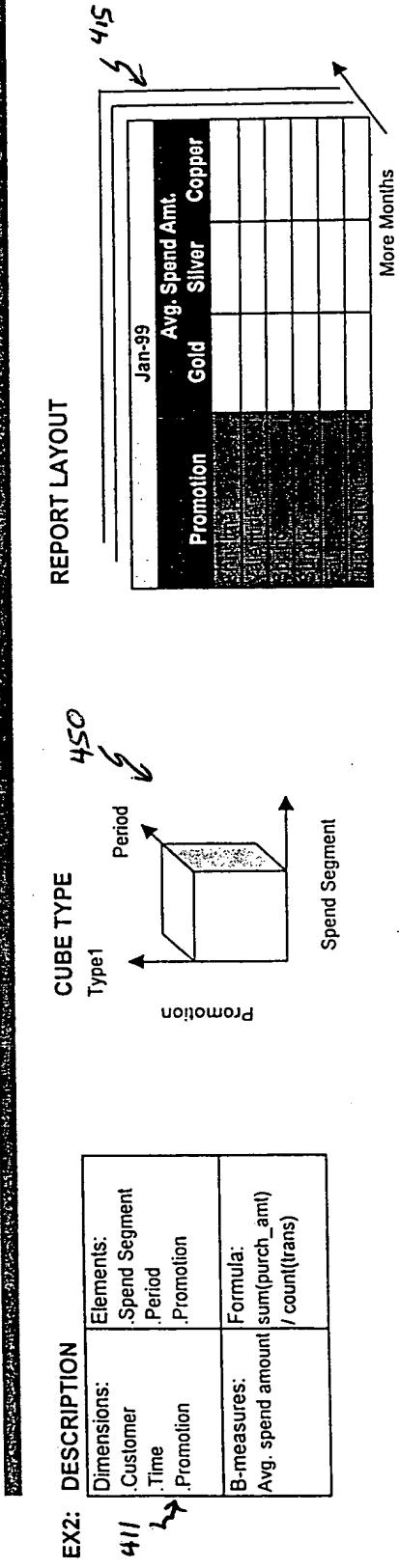
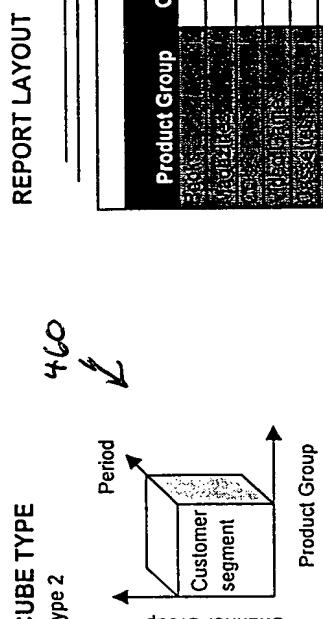


Fig. 4B

EX 3: DESCRIPTION	
Type 2	
42)	
Dimensions:	Elements: .Channel .Product Group .Period
B-measures:	Formula: $\frac{\text{sum(purch_amt)} \text{ filtered}}{\text{sum(purch_amt)}}$
Filter Dimension:	Filter Elements: Customer Segment



Dimensions:	.Channel Group .Product Group .Period	
B-measures:	Formula: $\frac{\text{sum(purch_amt)}}{\text{sum(purch_amt)}}$	
Filter Dimension:	Customer	Elements: Customer Segment

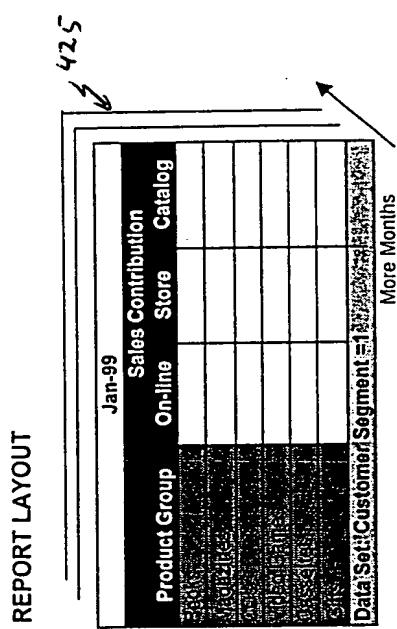


Fig. 4C

Dimension cube

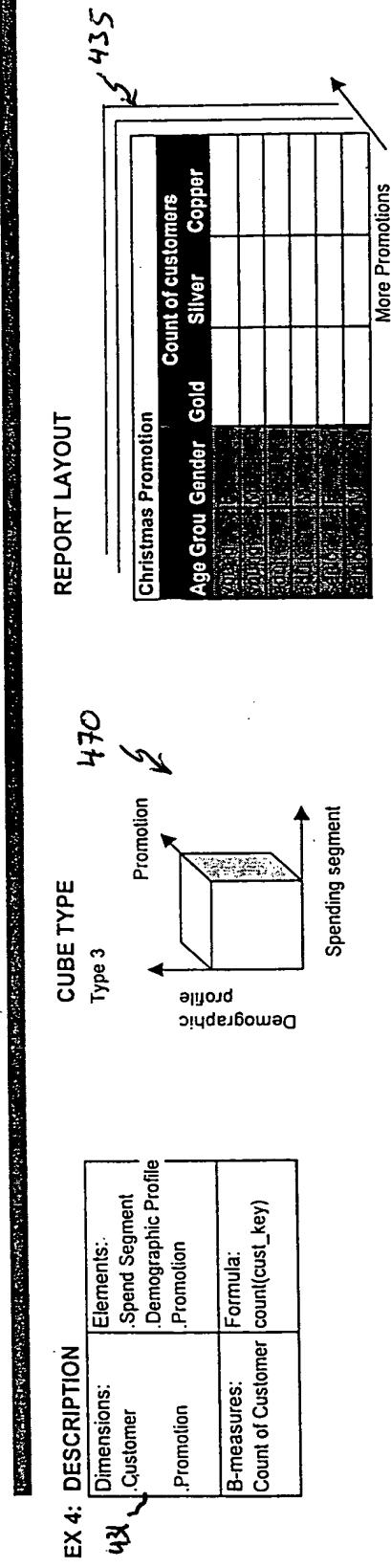


Fig. 4D

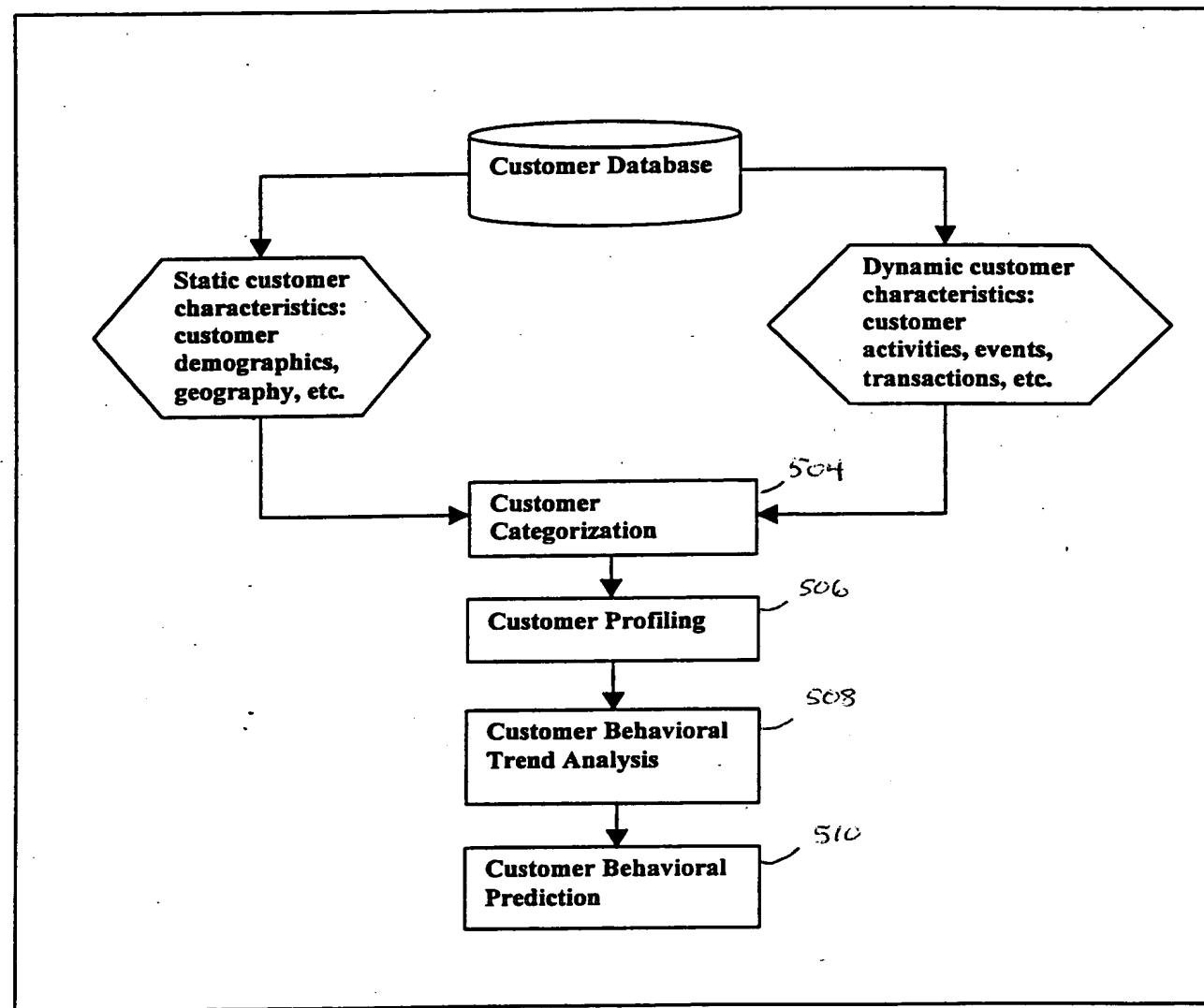


Fig. 5A

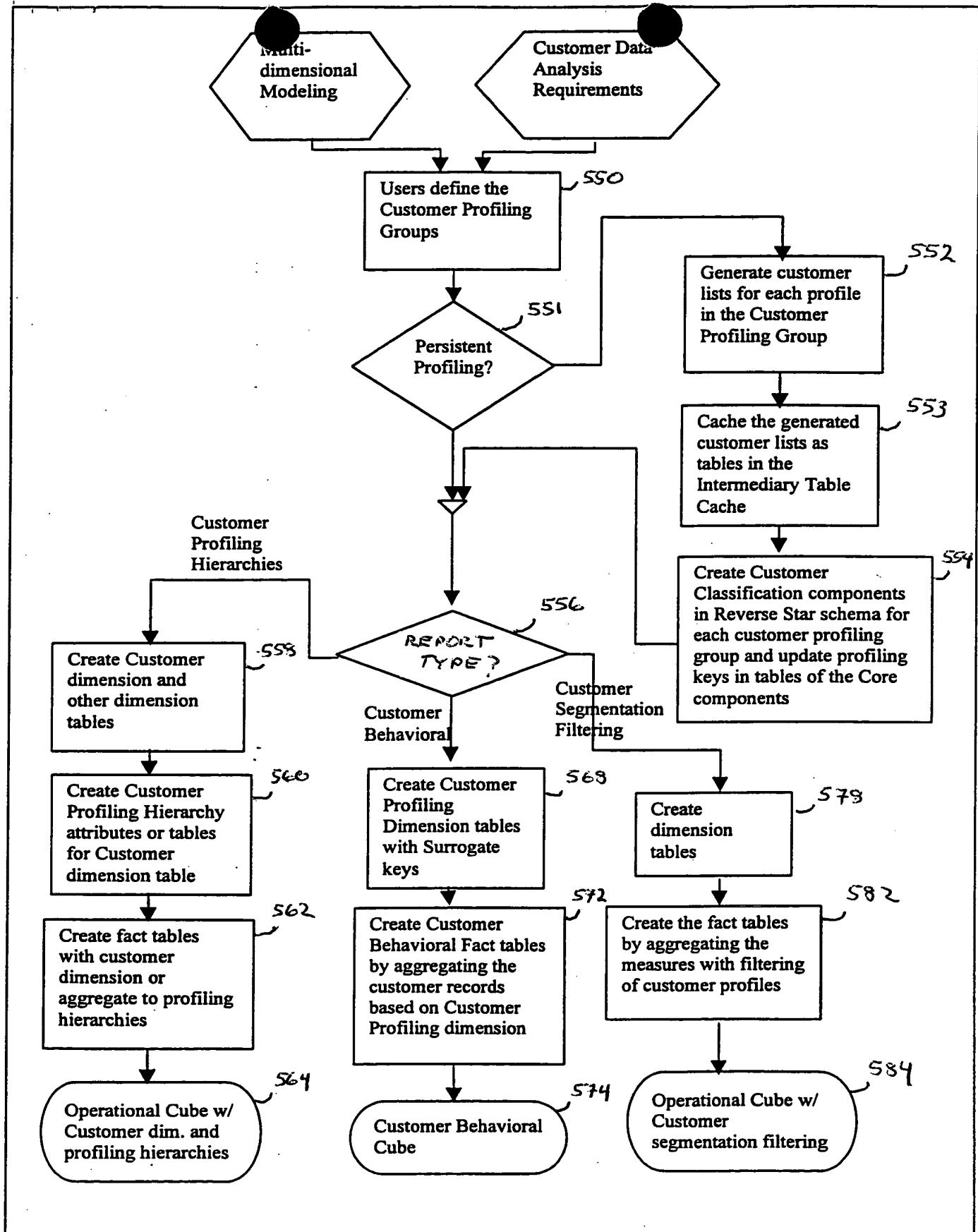


Fig. 5B

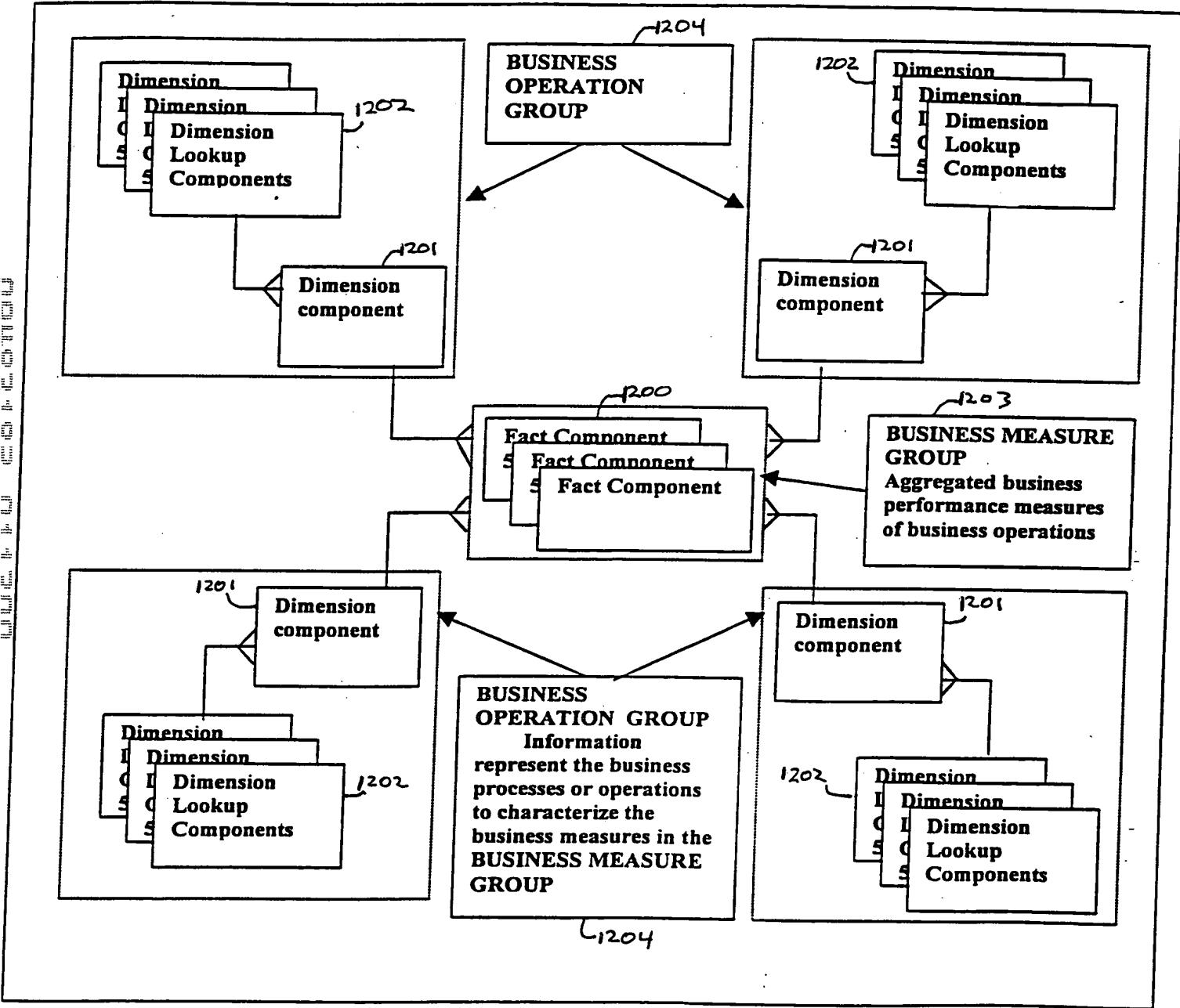


Fig. 6A

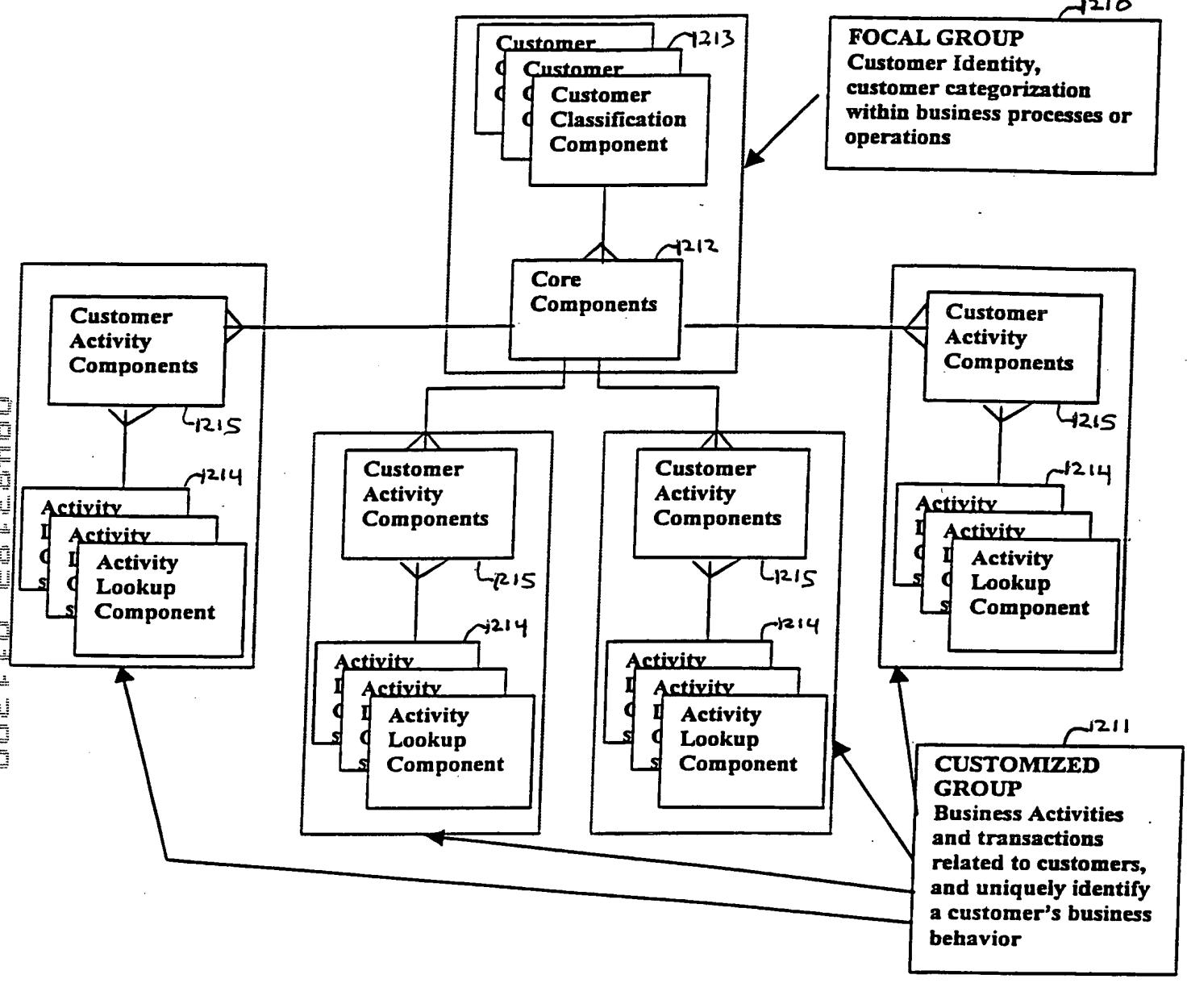


Fig. 6B

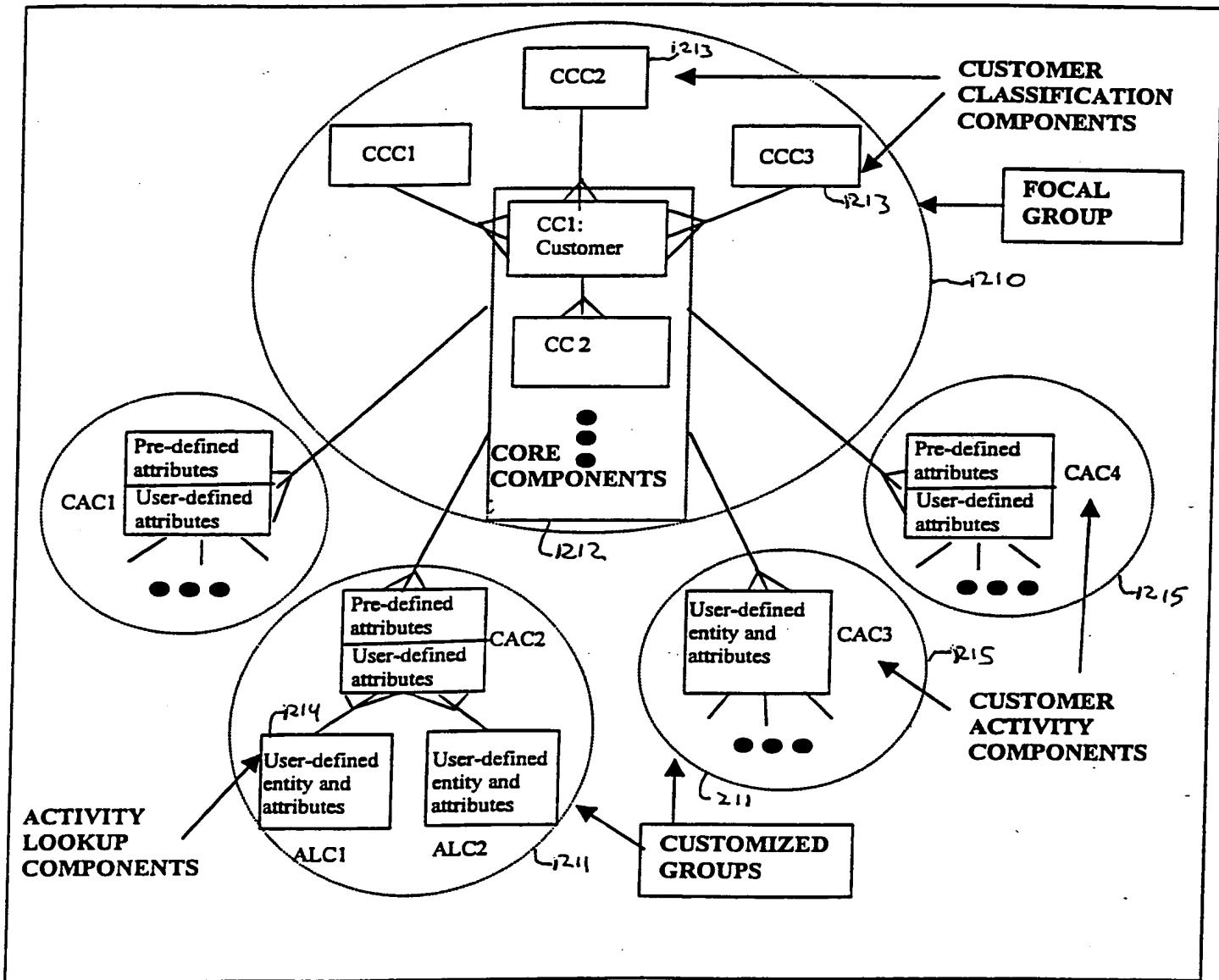


Fig. 6C

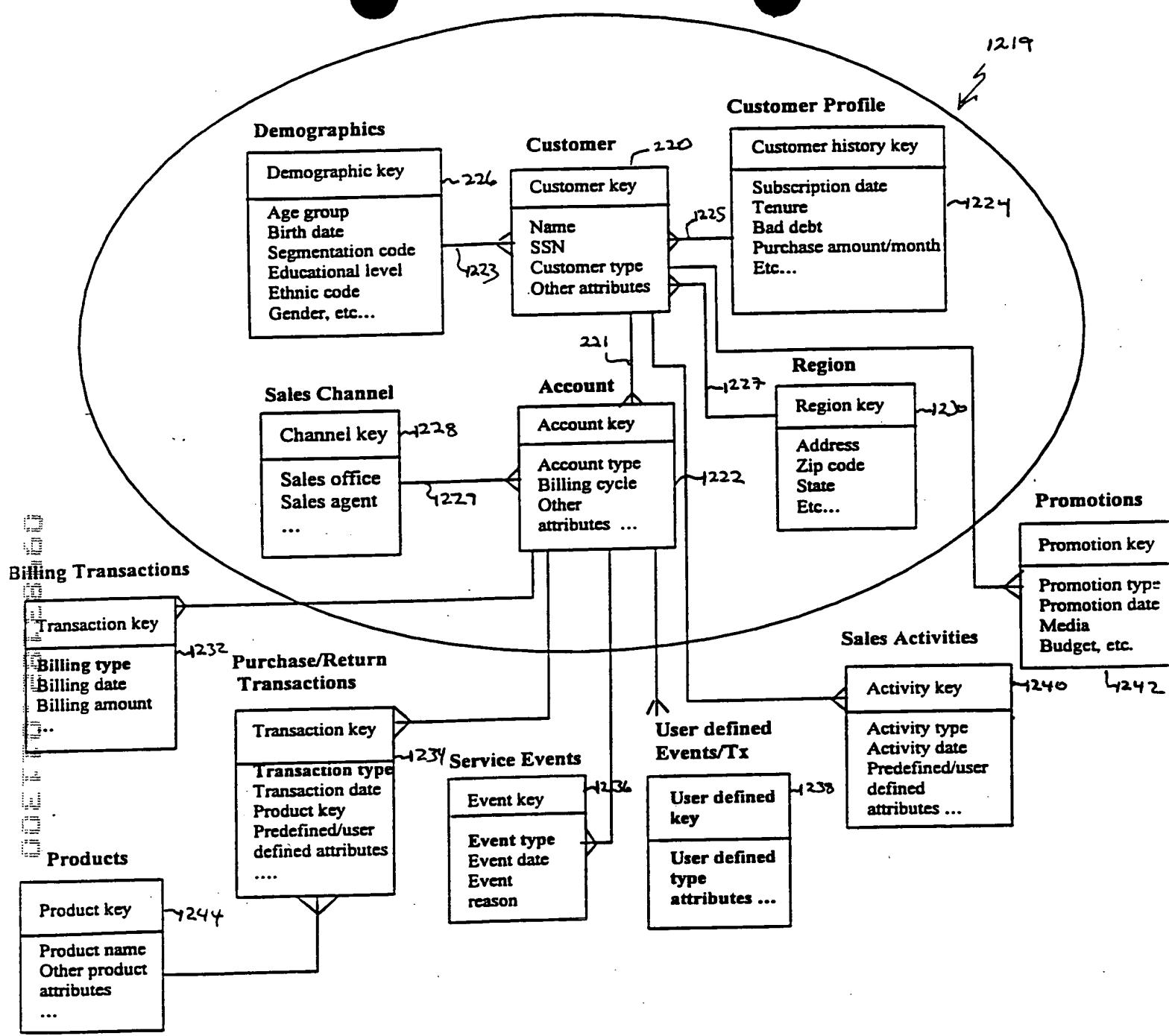


Fig. 6D